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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
Group Art Unit 2623

Patent Application No. 10/659,228

Gary A. Van Prooyen, et al.

Application No. 10/659,228

Confirmation No. 3486

Filed: September 10, 2003

Examiner: Not Yet Assigned

"METHOD AND SYSTEM FOR PROVIDING
BENEFITS TO RETAIL CONSUMERS"

INFORMATION DISCLOSURE STATEMENT
PURSUANT TO 37 CFR §1.97(b)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The Examiner's attention is directed to the references which are listed on the attached Form PTO/SB/08A and/or PTO/SB/08B. We have attached a copy of the non-patent literature document.

Citation of these references is respectfully requested.

No concession is made that these documents are prior art, and Applicant expressly reserves the right to antedate the documents as may be appropriate.

Respectfully submitted,

Julie A. Haut

Julie A. Haut
Reg. No. 51,789

File No. 086399-9081-00
Michael Best & Friedrich LLP
100 East Wisconsin Avenue
Milwaukee, Wisconsin 53202-4108
(414) 271-6560

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Substitute of form 1449/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT 8		Application Number	10/659,228
APPLICANT		Filing Date	September 10, 2003
(use as many sheets as necessary)		First Name Inventor	Gary A. Van Prooyen
Sheet 1 of 1		Group Art Unit	2623
		Examiner Name	Not Yet Assigned
		Attorney Docket Number	086399-9081-00

U.S. PATENT DOCUMENTS

Examiner Initials	U.S. Patent Document Number	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document
/YR/	6,026,370	Jermyn	2/15/2000
/YR/	5,185,695	Pruchnicki	2/9/1993
/YR/	4,723,212	Mindrum et al.	2/2/1988

FOREIGN PATENT DOCUMENTS

Examiner Initials	Country Code	Foreign Patent Document Number	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document	Translation	English Abstract

Examiner Signature	/Yehdega Retta/	Date Considered	03/08/2009
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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Substitute for form 1449B/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/659,228
		Filing Date	September 10, 2003
		First Named Inventor	Gary A. Van Prooyen
		Group Art Unit	2623
		Examiner Name	Not Yet Assigned
Sheet 1 of 1		Attorney Docket Number	086399-9081-00

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
Examiner Initials	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, pages(s), volume-issue numbers(s), publisher, city and/or country where published.	
/YR/	JAMES CIGLIANO et al., The Price of Loyalty, The McKinsey Quarterly 2000 Number 4.	

Examiner Signature	/Yehdega Retta/	Date Considered	03/08/2009
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